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Article 4 of 4

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The Washington Post

Samurai Insurance

The Washington Post (pre-1997 Fulltext); Washington, D.C.; Jul 16, 1988;

Sub Title: [FINAL Edition]

Column Name: ROUNDUP

Start Page: d10

ISSN: 01908286

Abstract:

"People say the car must be safer than Consumers Union alleges that it is, otherwise no one would offer a million dollars' insurance," said Robert Reichert, president of Kings Suzuki of Montgomery, Ohio.

Full Text:

Copyright The Washington Post Company Jul 16, 1988

Ohio Suzuki dealers have piqued car buyers' curiosity with a promotion offering a \$1 million accidental life insurance policy free for a year to anyone who buys or leases a Samurai.

The policy pays \$1 million if an owner is killed if the small, jeep-like vehicle rolls over.

"People say the car must be safer than Consumers Union alleges that it is, otherwise no one would offer a million dollars' insurance," said Robert Reichert, president of Kings Suzuki of Montgomery, Ohio. He helped arrange the plan. "On the other hand, one person did say to me, 'It's a great promotion, but you've got to die to collect,' " he said.

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ⓂFord has promised that, if it cuts its prices before the end of the year, anyone who has bought a V-registered Ford from September will be reimbursed the difference. It said speculation about impending price cuts had "unsettled customers". It's not kidding. In August, its traditional No1 sales position was snatched from under its nose by Citroen.

To stimulate business, most car makers are offering generous incentives to buy new cars, such as interest-free finance, free servicing and insurance and extended warranties. Some, such as Proton and ⓂVolvo, have also launched cut-price special edition models. For example, the new ⓂVolvo S70 2.5D Classic is Pounds 18,995, Pounds 4,500 less than the existing base version. However, colours and options are limited.

Finally, makers are busy countering the "myth" that UK cars are too expensive. ⓂFord says UK transaction prices (what people really pay, not the list prices) are among the lowest in Europe. It also says that, thanks to specification improvements, many new cars are cheaper than they were three years ago.

It all smacks of panic. Should I buy a new car or wait a bit?

Autocar says people would be mad to buy any new or nearly new mainstream car while the threat of big price cuts exists. It says that only Ford and Vauxhall, with their experience in handling new and used car oversupply, could ride out the kind of depreciation and confusion such cuts would cause. However, the market researcher CAP believes depreciation rates will not be affected by price cuts and that people can be confident that a new car bought today will lose no more money than usual.

What are the best cars to buy?

Stick to slow depreciators: cars with strong images, strong demand and orderly marketing. Examples are BMWs, Mercedes, most Audis and Lexus. However, some less expensive makes, such as VWs, Hondas, Seats and Skodas, that offer good value and something different from the mainstream, are safe too.

John Evans was talking to ⓂFord, CAP and the Society of Motor Manufacturers and Traders

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Patent Assignment Abstract of Title

Total Assignments: 1**Application #:** 09645795 **Filing Dt:** 08/24/2000**Patent #:** NONE**Issue Dt:****PCT #:** NONE**Publication #:** NONE**Pub Dt:****Inventors:** Robert Wallach, Jasper Jackson**Title:** Insurance incentive program for promoting the purchase or release of an automobile after an expiration of a lease**Assignment: 1****Reel/Frame:** 013023/0858**Received:**
06/28/2002**Recorded:**
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08/27/2002**Pages:**
6**Conveyance:** ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).**Assignors:** WALLACH, ROBERT
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Makers pay for higher prices

Sunday Times; London; Sep 26, 1999; [John Evans](#);

Sub Title: [1GS Edition]

Start Page: 25

Abstract:

Because people have more excuses than ever not to buy their cars. Top of the list is that, after the Competition Commission's inquiry into price-fixing and the high prices of new cars in the UK compared with the Continent, buyers hope car makers are about to slash their prices. So many are waiting to see what happens before opening their cheque books.

The next most popular excuse is the millennium. People say they would prefer to buy a new car in the 21st century rather than at the end of the 20th.

Then there is the "I didn't know it was time to change my car" excuse. Actually, this is quite a reasonable one. Its origins lie in the fact that this is the first year the registration letter has not changed in August. Instead, it has changed twice: once in March, when the T prefix came in, and again in September, when it was replaced with V. The logic was to spread demand more evenly through the year, rather than cramming it all into August, but dealers and car makers forgot to remind buyers to buy in September.

Full Text:

(Copyright Times Newspapers Ltd, 1999)

Why are car makers and dealers chewing the showroom carpet?

Because people have more excuses than ever not to buy their cars. Top of the list is that, after the Competition Commission's inquiry into price-fixing and the high prices of new cars in the UK compared with the Continent, buyers hope car makers are about to slash their prices. So many are waiting to see what happens before opening their cheque books.

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Finally, there is the old "winter's coming" excuse. People just don't buy new cars when they are saving for Christmas.

So what are car makers doing about it?

ⓈFord has promised that, if it cuts its prices before the end of the year, anyone who has bought a V-registered Ford from September will be reimbursed the difference. It said speculation about impending price cuts had "unsettled customers". It's not kidding. In August, its traditional No1 sales position was snatched from under its nose by Citroen.

To stimulate business, most ~~car makers are offering generous incentives to buy new cars, such as interest-free finance, free servicing and insurance and extended warranties.~~ Some, such as Proton and ⓈVolvo, have also launched cut-price special edition models. For example, the new ⓈVolvo S70 2.5D Classic is Pounds 18,995, Pounds 4,500 less than the existing base version. However, colours and options are limited.

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